



**THE ATLANTA PRIDE COMMITTEE, INC.**  
1530 Dekalb Ave NE, Suite A, Atlanta, GA 30307  
Office: 404-382-7588, Fax: 866-766-9104  
[www.atlantapride.org](http://www.atlantapride.org)

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Dear Parade Participant:

Thank you for entering the 2017 Atlanta Pride Parade sponsored by Delta Air Lines. As Chairs of the Parade and on behalf of the entire Atlanta Pride Committee we sincerely appreciate your participation.

**The parade will be on Sunday, October 15th, 2017.** The parade assembles at the MARTA Civic Center Station at the intersection of West Peachtree St. and Ralph McGill Blvd. Please use MARTA to get to the assembly area as there is no parking in this area.

Though the parade steps off at 12:00 PM Parade entrants are asked to check in at the assembly area between 9:30 and 11:30. Due to permitting rules and street closure guidelines, parade entrants should not show up at the assembly area prior to 9:30. Vehicles that arrive prior to the streets being closed (9:30) will be asked to leave and are subject to ticketing by the Atlanta Police Department. Port-a-potties will be available at the assembly area for use by your group during the time before the parade begins.

**NO VEHICLES WILL BE ALLOWED INTO THE STAGING AREA AFTER 11:30. LARGE FLOATS SHOULD ARRIVE AS CLOSE TO 9:30 AS POSSIBLE.**

The parade travels from Ralph McGill Blvd. down Peachtree Street. A right turn is made onto 10<sup>th</sup> Street and the parade will end at the Charles Allen gate of Piedmont Park. Marchers will be able to enter the park after the Charles Allen gate (directly into the meadow area by the main stage). Floats and vehicles will need to proceed down 10<sup>th</sup> Street onto Monroe and park elsewhere.

As there is no parking at the festival and very limited parking exists around Piedmont Park, we recommend parking in the SAGE Deck or the Colony Square Deck. These two areas have parking on a first-come first-serve basis and do charge a fee.

This packet contains important information that will help to ensure a fun and successful event, including:

- 1) Instructions and maps of the Parade staging area, and directions on how to approach the parade assembly area if your group has a registered vehicle / float in the parade.
- 2) Parade participant guidelines and placement
- 3) Information on judging
- 4) Instructions on what to do at the end of the Parade.

**Please share the information in this packet with everyone participating in your group's parade entry.** If you have any questions please call the Pride office at (404) 382-7588 or send an email to [info@atlantapride.org](mailto:info@atlantapride.org). With your cooperation we can make this a well-organized, fun, and exceptionally proud display of our community!

Again, thanks for your participation and we'll see you Sunday, October 15<sup>th</sup>!

Stuart Blencoe  
Tim Garrett  
Parade Co- Chairs  
Atlanta Pride Committee

# GENERAL PARADE INSTRUCTIONS

The Parade assembly area will open at 9:30 AM for participant check-in and close promptly at 11:30 PM for all participants. ***If you have an assigned space in Rows A or B you are asked to please check in beginning at 9:30 AM.*** This is necessary so that we can start the parade exactly at 12:00 PM. In order to make the 2017 Atlanta Pride Parade a success, please observe the following guidelines:

## MARCHERS:

1. Marchers should arrive no later than 11:00. Check-in opens at 9:30 AM (no earlier). Volunteers will be available to assist you in locating your assembly position.
2. Once you have arrived at your designated assembly position, have your group's representative proceed to the Parade Registration table (The green star on the map).
3. We suggest you make a poster or banner that can easily identify your group. This sign should be on a pole that can be held above the crowd so that the members of your group can easily find you.
4. Remember! **Do not throw anything while you are marching.** You *can* hand things out to the crowd.
5. **When the parade begins, you must keep your group within 15 feet of the group in front of you.** Large gaps between groups slow the parade down and create the potential for safety and crowd issues.
6. The parade ends at the Charles Allen entrance of Piedmont Park. Upon reaching this area, you will be directed by Pride volunteers to a safe disbursement into the park.

## VEHICLES AND FLOATS:

1. **Due to the volume of parade registrants we do not assign specific placement within rows C and higher; positions within those rows are on a first-come first-serve basis.** However, you still need to line-up in the row assigned to you. If there is a group that you want to be next to and they are in your row, please coordinate arrival time with them. **If you have been assigned to row C or higher, you must begin arriving at the assembly area at 9:30 AM and be present no later than 11:30. The Parade will start at 12:00 noon!**
2. **Only vehicles that are going to be in the parade and have paid to be in the parade will be allowed to enter the parade set-up area!** Vehicles that are not registered to be in the parade should may only enter to make quick drop offs of people or supplies and must then exit. However, if space becomes limited, non-registered vehicles may be stopped from entering the parade assembly area. Please make arrangements accordingly.
3. **Groups with Vehicles and floats must check in at the registration table.**
4. **Rows A and B should begin arriving at 9:30 AM and be present no later than 11:30.**
5. Once you have arrived at your designated assembly position, have your Parade Representative proceed to the Parade Registration table (The green star on the map).
6. Be sure your float is clearly identifiable so that group members can easily find you. This will also enable the judges to correctly identify your group during the parade.
7. **Do not throw anything from your vehicle or float!** You *can* hand things out to the crowd.
8. **When the parade begins, you must keep your vehicle within 15 feet of the group/ vehicle in front of you.** Large gaps between groups slow the parade down and create the potential for safety and crowd issues.
9. The parade ends at the Charles Allen entrance of Piedmont Park. However, all groups with floats and vehicles must proceed down 10<sup>th</sup> Street to begin unloading. **No vehicles or floats may enter the park.**

- 10. IMPORTANT!! – The person driving your vehicle may or may not be the actual contact person for your group or who registered your entry online. *If that is the case you MUST be sure that you give a copy of all these instructions to the person driving your vehicle. This will make things much easier for your entry and your driver.***
- 11. If you have never been in the Pride parade before or you are not familiar with the streets around the Parade staging area, we recommend that you review the attached maps and directions carefully. You may also go online (Google, etc.) to view the area.**

**DIRECTIONS FOR VEHICLES OR FLOATS TO APPROACH THE PARADE ASSEMBLY AREA:**

***You will receive a notice with this letter letting you know your placement within the Parade. Instructions are provided below for how you will enter your designated row. Please refer to the map on the following page for additional information.***

**Rows A and B:**

These are Sponsor Rows. Entrants have paid Sponsor fees for placement in these rows. Placement is specifically designated in these rows.

- Enter rows A and B by turning right off of Spring St NW onto Ivan Allen Jr Blvd.
- Participants line up on Ivan Allen Jr Blvd facing east (towards Peachtree St)
- Do NOT enter off of Peachtree St., Barricades will be in place
- If you are on Peachtree St, travel south down Peachtree and turn right onto Baker St NW
- Turn right onto Ted Turner Dr. (Spring ST). Go past Simpson St, past W. Peachtree Pl, and turn right onto Ivan Allen Jr Blvd.
- Parade Volunteers will be at the entrance

**Rows C, D, and E:**

There is no designated placement in these rows. Placement is first come / first placed.

- Enter rows C, D, and E by turning right off of Spring St NW Pine St NE and then turn right onto West Peachtree St.
- Participants line up on West Peachtree St facing South (towards Ivan Allen Jr Blvd)
- If you are on Peachtree St, travel south down Peachtree and turn right onto Baker St NW
- Turn right onto Ted Turner Dr.
- Travel to the red light at Pine St NE and turn right
- Parade Volunteers will be at the proper entrance

**Rows F, G, and H:**

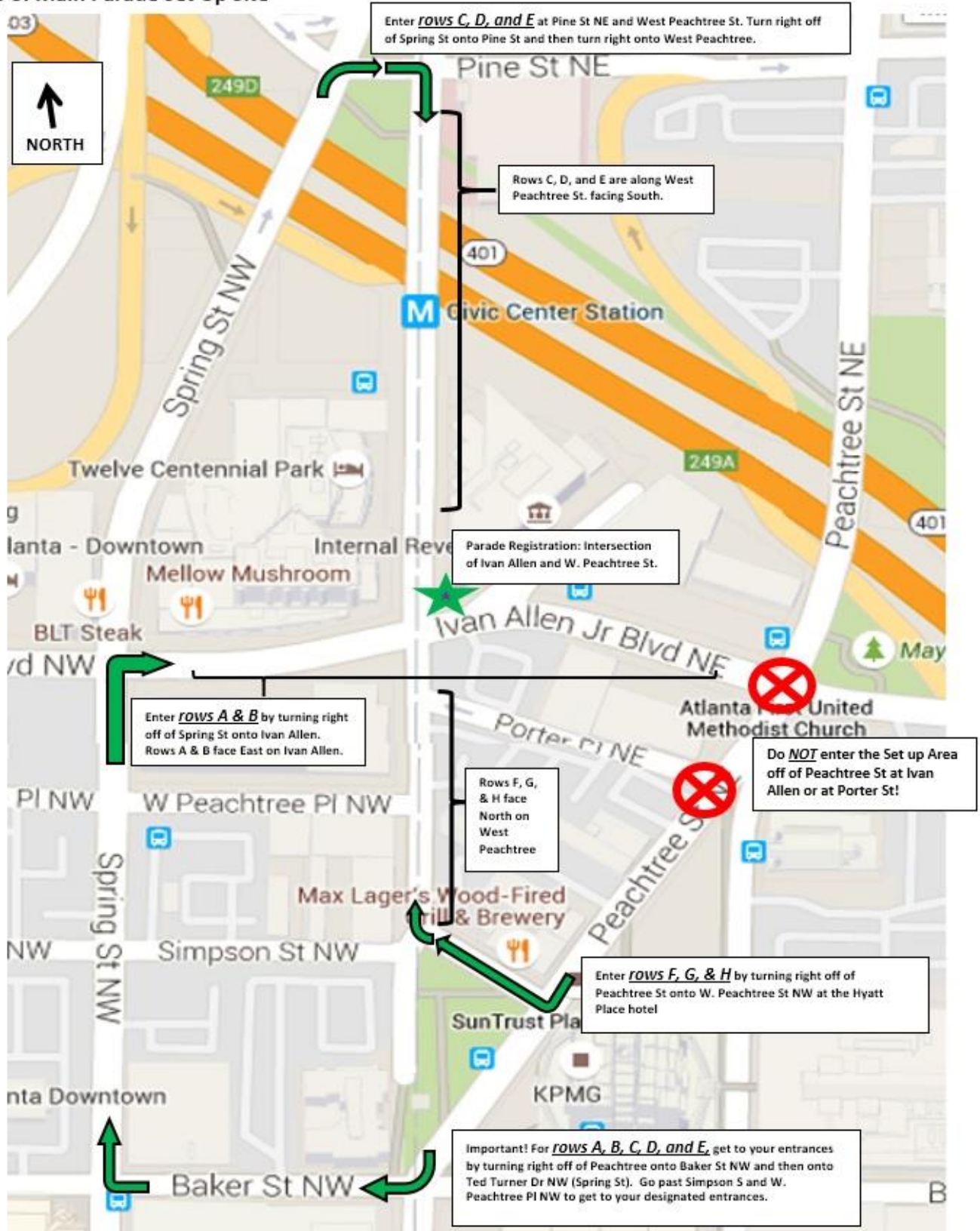
There is no designated placement in these rows. Placement is first come / first placed.

- Enter rows F, G, and H by turning right off of Peachtree St onto West Peachtree St NW, then turn right onto West Peachtree St
- Participants line up on West Peachtree St facing North (towards Ivan Allen Jr Blvd)
- Parade Volunteers will be at the proper entrance

***Parade Marshals will be present to guide you into the assembly area.***

**We strongly encourage all other participants to take MARTA to the assembly area. You will want to exit at the Civic Center Station.**

### Map of Main Parade Set Up Site



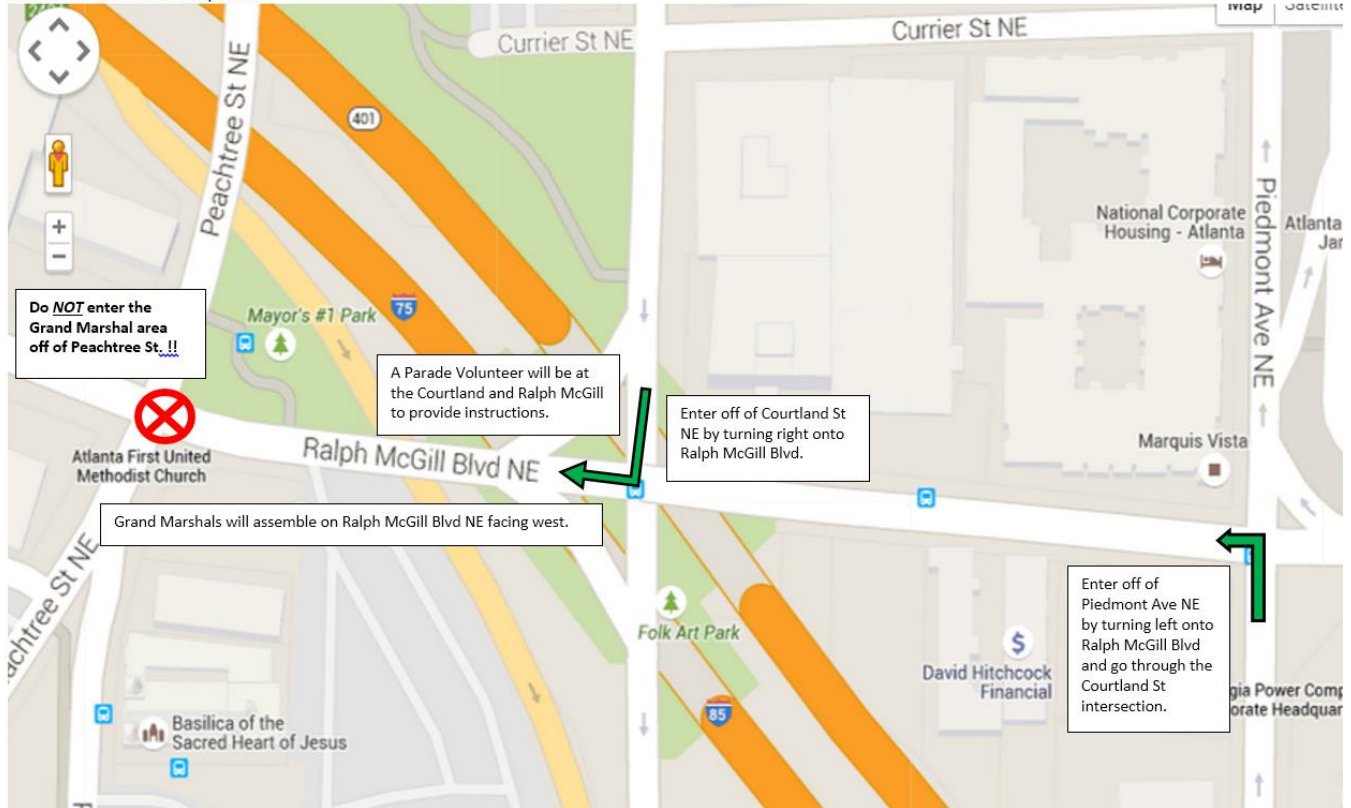
## **Grand Marshalls**

Atlanta Pride will be providing vehicles for the Parade Grand Marshalls.

- Grand Marshalls will assemble on Ralph McGill Blvd NE facing west.
- Enter off of Courtland St NE by turning right onto Ralph McGill Blvd.
- Enter off of Piedmont Ave NE by turning left onto Ralph McGill Blvd and go through the Courtland St intersection.

A Parade Volunteer will be at the Courtland and Ralph McGill to provide instructions.

Grand Marshal Assembly Area



Again, the Parade assembly area will open at 9:30 AM (no earlier) for participant check-in and close promptly at 11:30 AM for all participants. Your group's representative must report to and check in at the Parade Registration table prior to 11:30. Parade check-in is located at the corner of West Peachtree Street and Ralph McGill Blvd. (The Parade Registration table is marked with a green star on the staging area map.)

## **PARADE ROUTE FOR THE 2017 ATLANTA PRIDE PARADE**

The parade starts at both corners of Ralph McGill and Peachtree Street and heads North on Peachtree Street. The parade turns East onto 10<sup>th</sup> Street and proceeds to the Charles Allen entrance to Piedmont Park.



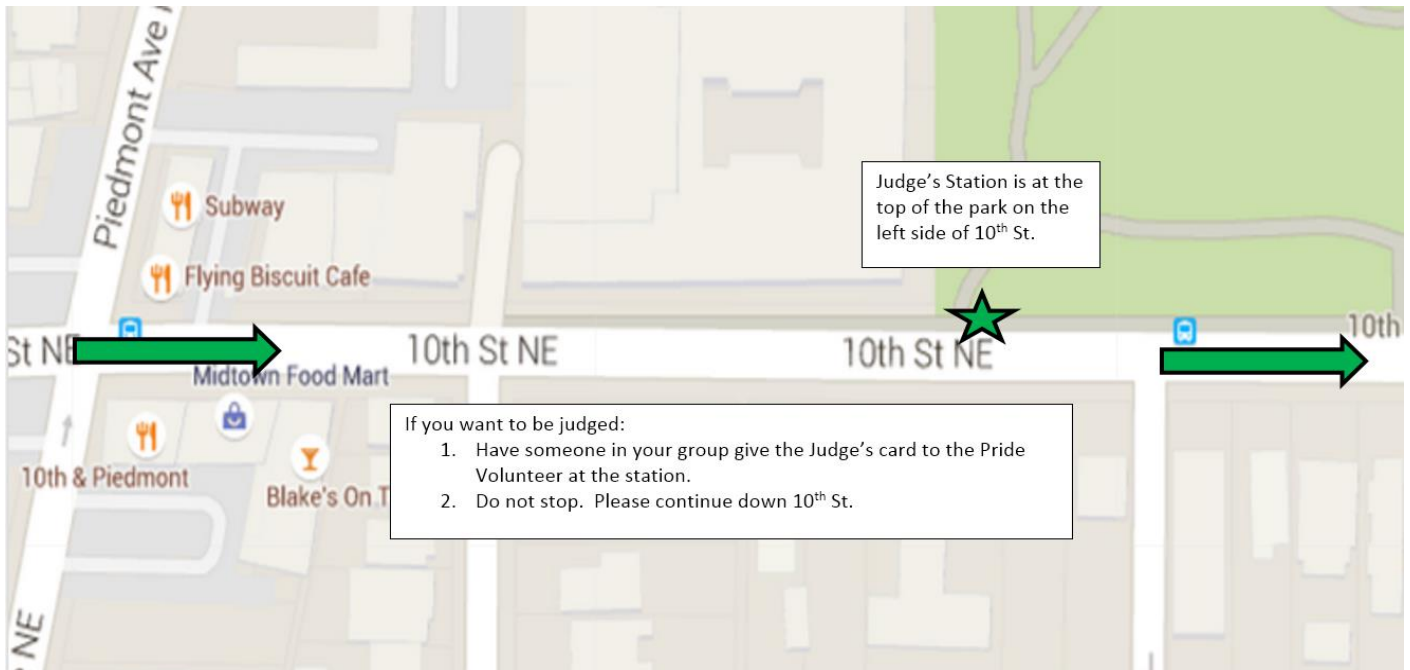
**JUDGING INFORMATION:**

Please follow the instructions below if you choose to have your float judged in the Parade Contest. Floats for businesses and nonprofit 501(c)(3) organizations will be judged based on the following criteria:

Visual effect	30%
Originality	30%
Pride "Ambiance"*	40%

\* There is no official theme for the 2017 Pride Celebration. Instead of adherence to a specific theme, Parade entries will be judged on how well they convey a sense of pride in themselves and being a part of the GLBTQ community.

**Judging:** When you register at the Parade assembly area, you will be given a judges card for your group. The Judging Station will be located on 10<sup>th</sup> Street at the entrance to the park on the left side of the street. As your entry approaches the Judging Station, a volunteer will approach your group to take the judges card. Do not stop the parade. Keep moving. Winners will be announced from the Coca-Cola stage in the park at approximately 5 PM. **Trophies will be delivered after the festival.**

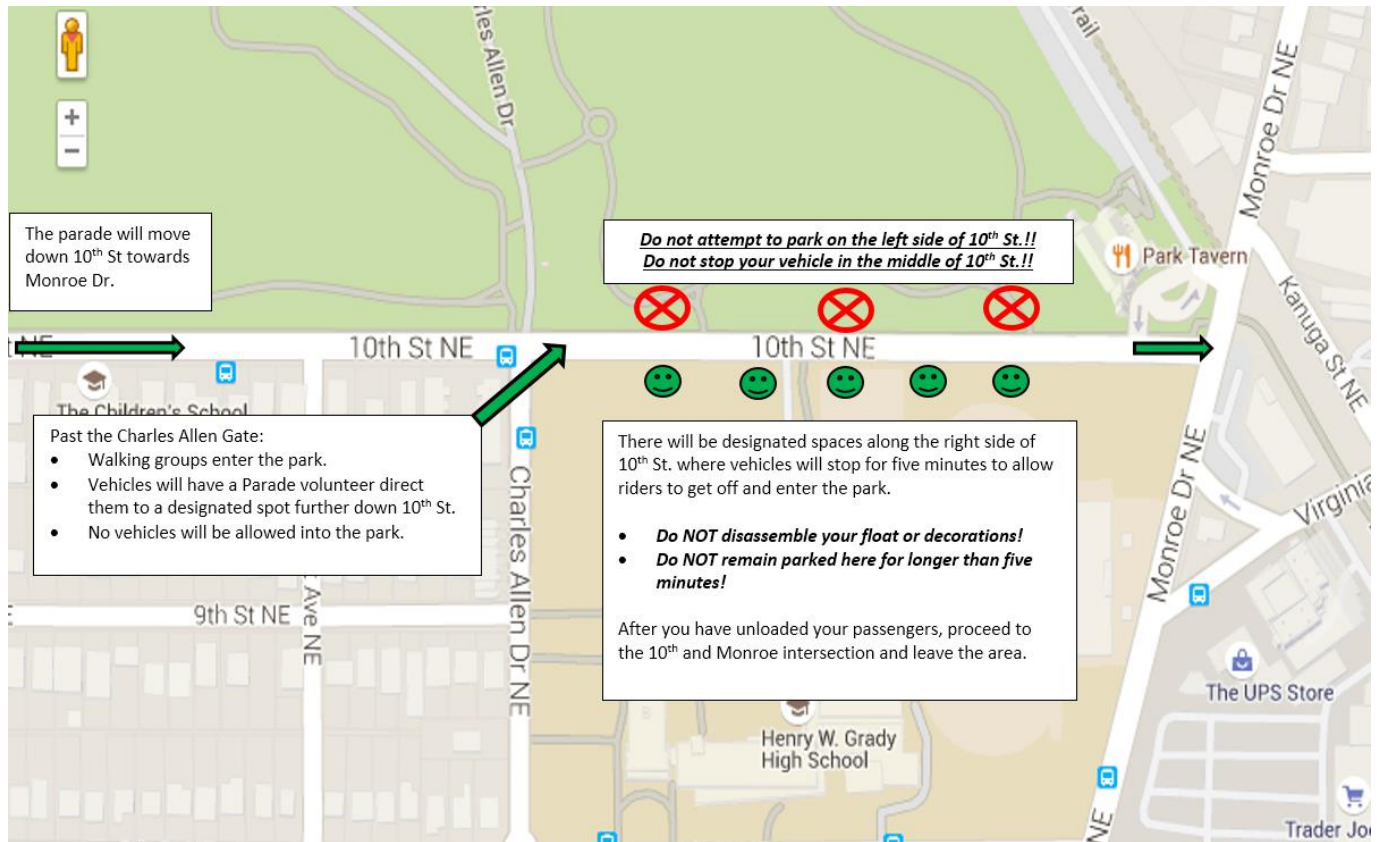


## **The End of the Parade**

The Parade will end just past the Charles Allen Gate of Piedmont Park.

Walking groups will go past the Charles Allen Gate and will enter the park directly into the meadow.

Drivers will be directed by Parade volunteers to proceed to designated spaces along the right hand side of 10th St. Vehicles will stop and will have no more than five minutes to unload people. You will then be asked to proceed down 10<sup>th</sup> St to Monroe Ave and exit the Parade area.



Please help us to ensure the safety as well as the enjoyment that has been part of the Atlanta Pride Parade's history by adhering to these guidelines. Any questions should be directed to the Atlanta Pride office at (404) 382-7588 or [info@atlantapride.org](mailto:info@atlantapride.org).

All of this information as well as the parade route will be posted on our website at [www.atlantapride.org](http://www.atlantapride.org) under "Parade"

**Disclaimer: The Atlanta Pride Committee (APC), Inc. hereby absolves any liability arising from the use of floats, motorcycles, scooters, bicycles, vehicles, or other motorized vehicles of any type in the APC Parade or any activities in association with APC, Inc. In accordance to City, State, and Federal Laws, no alcoholic beverages will be allowed during any portion of the Parade on October 15th, 2017. In addition, no person under the influence of alcohol or drugs shall be allowed to operate a motor vehicle during the Pride Parade. Please be advised that the Atlanta Police Department is responsible for enforcing all applicable state laws and local ordinances. Such statues may include but are not limited to public decency, alcohol and controlled substances.**